

LEO BURNETT U.S.A.

A DIVISION OF THE BURNETT COMPANY, INC.

Ad No. 4718—ROUND UP—Lif—Reg. No. 60307—Page—Blow—(8 x 12 inches)—4 c—Hanes Rice Programs, 1980 (B)
Printed in U.S.A.



Come to where the flavor is.
Come to Marlboro Country.



Marlboro Red or Longhorn 100's—
you get a lot to like.

Kings: 17 mg "tar," 1.0 mg nicotine—
100's: 18 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

